



Mini

MEMBERSHIPS

MASTERCLASS
WORKBOOK

MONETIZE
YOUR
MESSAGE

how to
CREATE A
COLLABORATIVE
COMMUNITY AROUND
YOUR MESSAGE THAT
GENERATES MONTHLY
RECURRING REVENUE

BY JENNIFER HENCZEL



Turn your ideas into something amazing & share your message with the world!

hello & welcome

Congratulations on taking action!

Get the most out of this Guide by following along with the accompanying video and masterclass.

My name is Jennifer Henczel

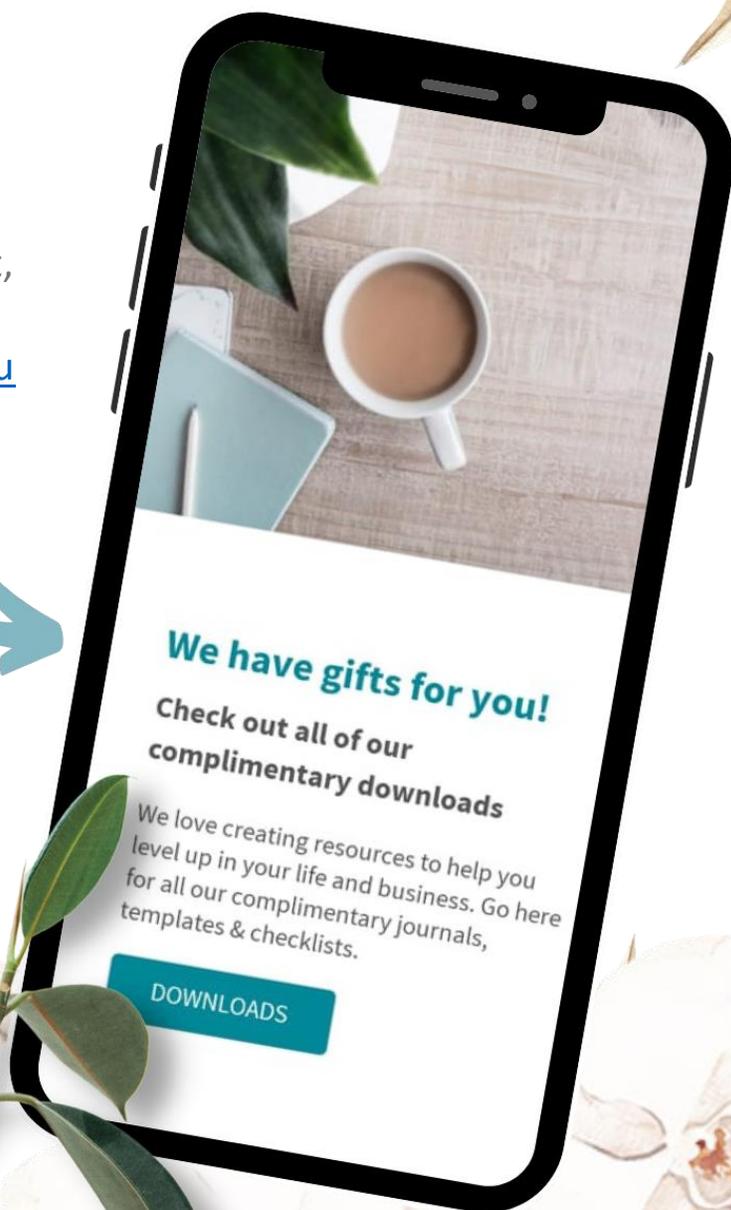
I'm a best-selling Author, Speaker, and Founder of [Inspired Influencers](#) and the [Women in Podcasting VIP Club](#).

I'd love to hear about you & your podcast, show or business over in my groups:

<http://www.inspiredinfluencers.com/groups>

Also, scroll to the very bottom of this document for all my links and let's connect!

Plus...





Things to know:

- This workbook is about creating a collaborative and engaged community around your message, podcast, show, or as an entrepreneur or a guest on other people's shows.
- Watch the video for bonus content, including my story, my influencer formula, my royal funnel and more.
- I'll show you how to build a community around any type of audience.
- Find out how a micro membership can be an essential piece of your sales funnel and marketing strategy, no matter what product, program, or service you already have in place, AND... no matter the size of your audience.
- For the best results complete the action tasks at the end of each section.
- Learn the benefits of having a mini membership.
- Explore the 5 Steps to Building a High-Performing Low-Cost Recurring Micro Membership and start your research.
- Find out my 12 Tips for Getting New Members.
- I use mini and micro interchangeably. It means the same thing in this teaching: a low cost, recurring, continual intake membership model.
- My mission is to lift women's voices everywhere. Because your story matters!

benefits

Why have a Mini Membership?

Let me tell you some more truths and benefits I discovered about micro memberships. First...

“You can build and monetize a thriving community around any niche or audience size.”

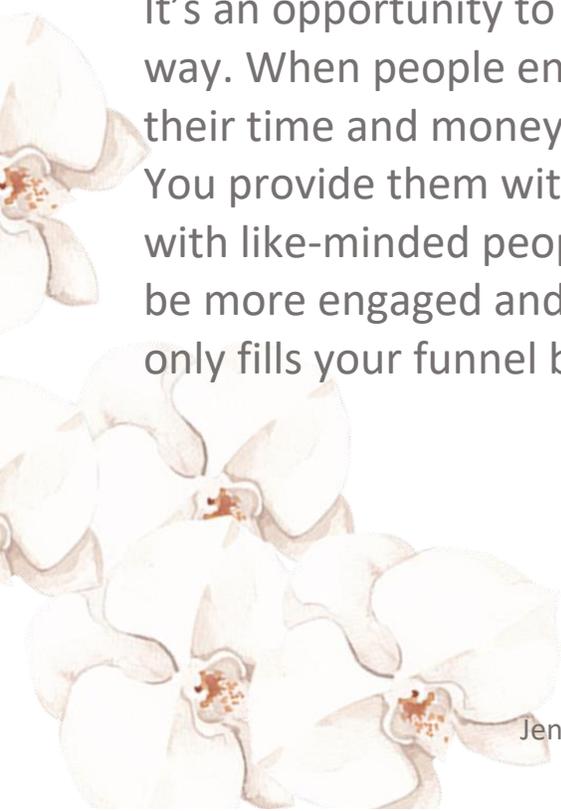
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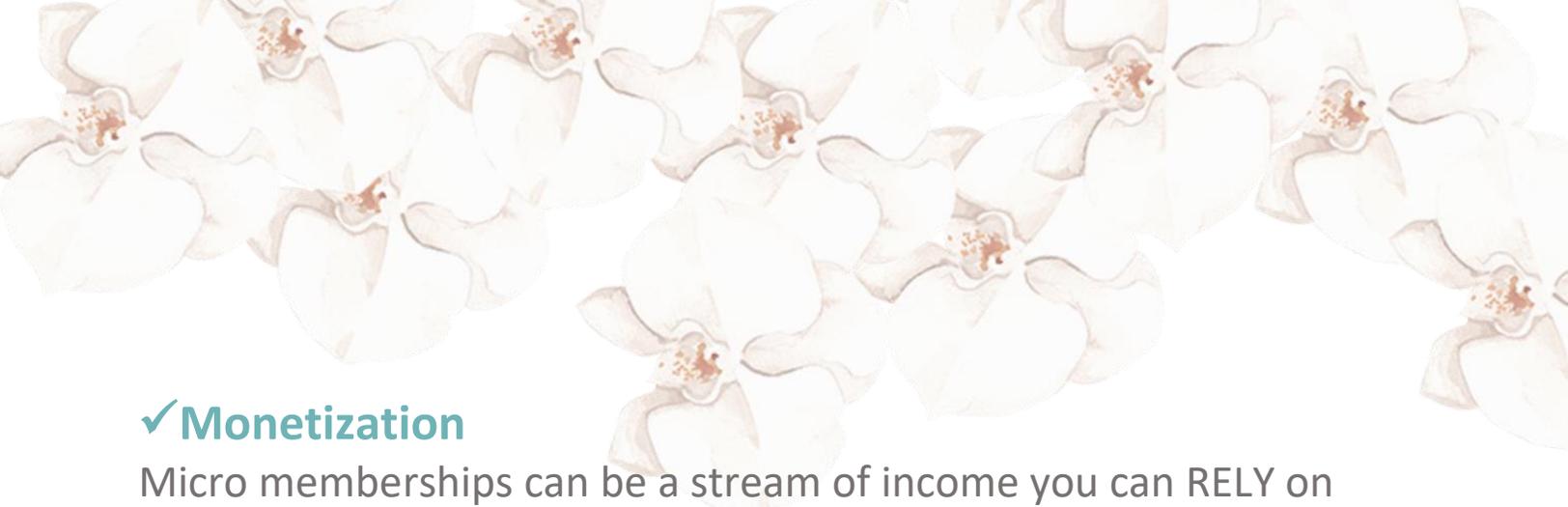




✓ Building a Loyal Community

It's an opportunity to connect with your ideal audience in a deeper way. When people enroll in your membership, they are committing their time and money to focus on what you're teaching and offering. You provide them with exclusive content and a place to network with like-minded people and get their questions answered. They will be more engaged and attentive. You can build a community that not only fills your funnel but feeds your soul and theirs.





✓ Monetization

Micro memberships can be a stream of income you can RELY on month after month. Members pay a low monthly recurring membership fee. It's literally a no brainer. People don't have to think twice.

“You could say your membership can be your foundation, but I like to call it my fountain. It's the funds I can count on to 1. build my business, 2. fund other projects and 3. cover basic expenses. It's an entry level offer. It provides you just one more stream of income in your mix of monetization strategies.”

Jennifer Henczel





✓ Alternative

If you have a podcast or show, micro memberships can be a very effective alternative to sponsorships and other traditional forms of creator income.

✓ Opportunities to Upsell

I find in most cases, it's best to use your show to promote freebies and low-cost offers. Then once people are on your list, in your community and enrolled in your micro membership, you can upsell your other offers. Like your other memberships, masterminds, group coaching, strategy sessions and 1-1 coaching. As members, they're already warm leads who are more likely to buy from you when you offer something they can use. You can also pitch products and services that are available for members only.

✓ Low Overhead, Almost Passive Income

Of all monetization strategies online, memberships are one of the most profitable because there is little overhead. Once you set it up and automate it, you can just focus on the fun stuff of connection and collaborating with people. When you make your mini membership all about community, there is no physical product to manufacture and deliver. You can focus your time on building traffic and providing content.

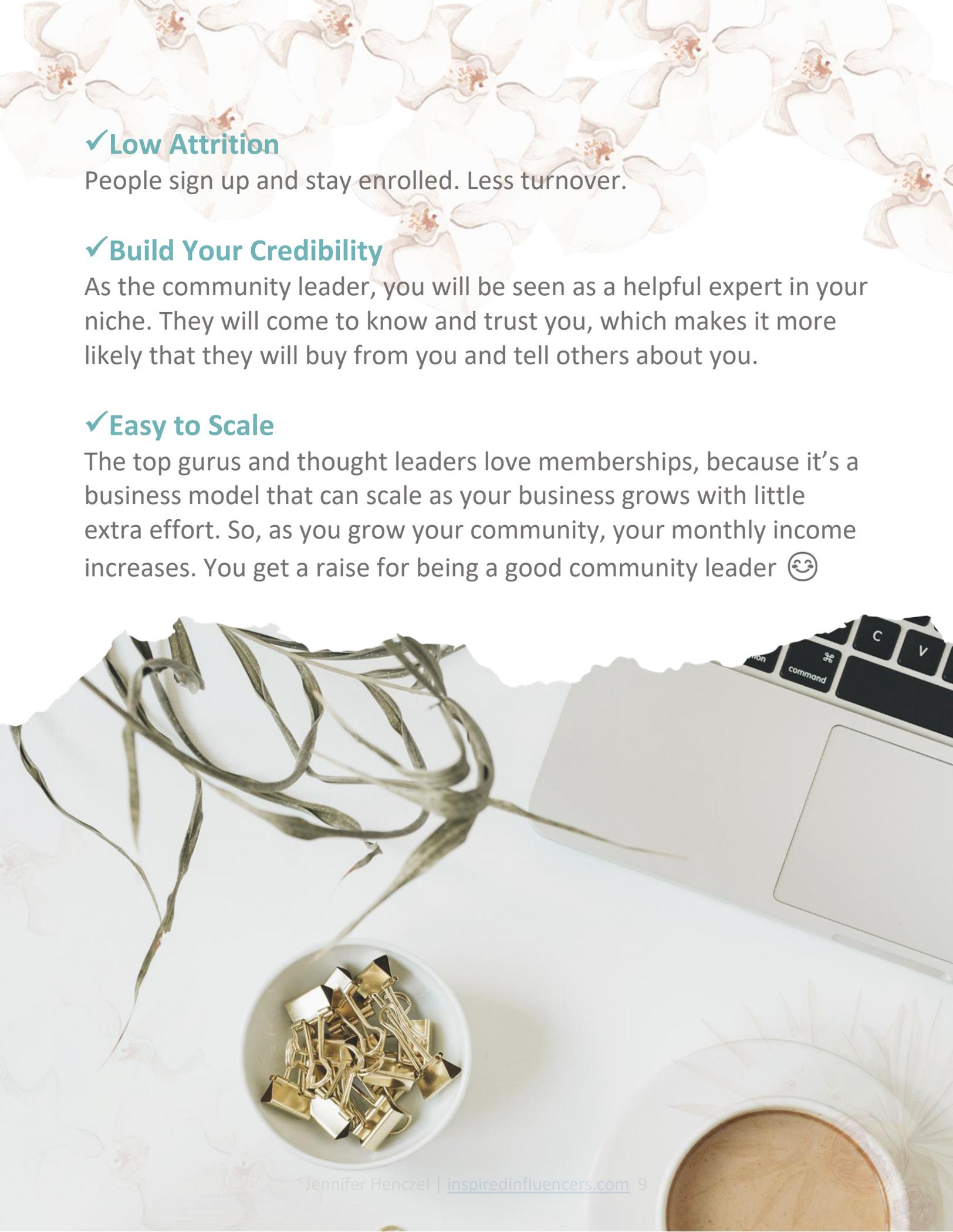
✓ Time Freedom

Mini memberships are mostly automated. Don't forget, as the price goes up, you and your time are more involved. As the price increases, YOU are more present in the process. So, your low-cost micro membership leads your masterclass or group coaching, and then that leads to your highest ticket offers of 1-1 coaching and other things.

“Your entry level offers should be supported by a lot of automation to free up your time, so you can thrive in your zone of genius.”

Jennifer Henczel





✓ **Low Attrition**

People sign up and stay enrolled. Less turnover.

✓ **Build Your Credibility**

As the community leader, you will be seen as a helpful expert in your niche. They will come to know and trust you, which makes it more likely that they will buy from you and tell others about you.

✓ **Easy to Scale**

The top gurus and thought leaders love memberships, because it's a business model that can scale as your business grows with little extra effort. So, as you grow your community, your monthly income increases. You get a raise for being a good community leader 😊



My #1 favorite benefit...

✓ **Attract JV Partnerships**

When you build a thriving community, it will get the attention of influencers and thought leaders. It can help you get your foot in the door and open amazing opportunities. I've had the most amazing collaborations, and I've been able to get speakers at my events and guests on my podcast that I wouldn't have gotten, if I hadn't built a thriving community. It's proof of your skills in action.

Anyone can look and see for themselves what you have built. Your community will be a reflection of you.

As you can see a mini membership can be an essential piece of your sales funnel and marketing strategy, no matter what product, program or service you already have in place.





Expectations

ACTION STEPS

Write down your 3 top results you want to achieve from starting a mini membership

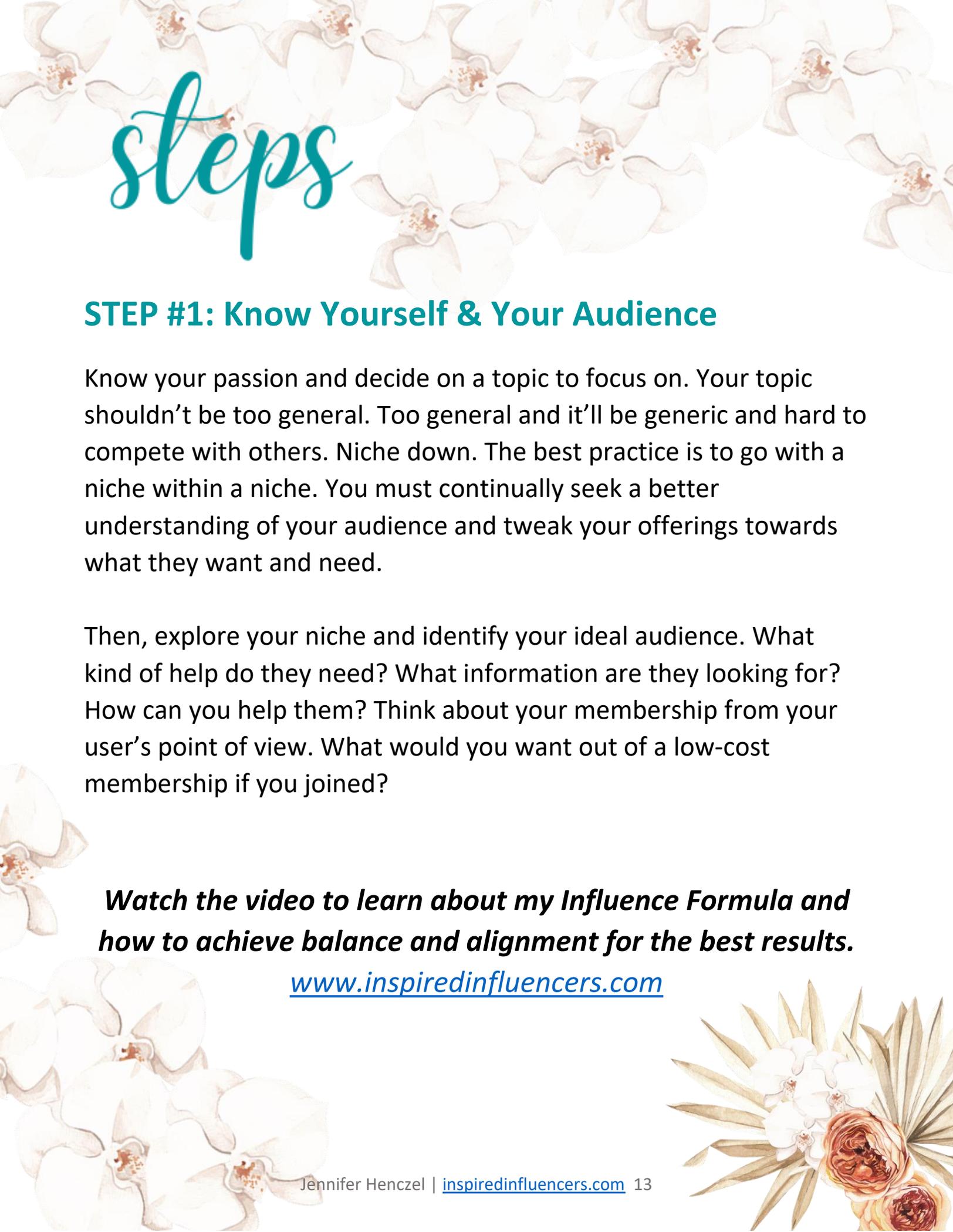
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5 Steps to Building a High-Performing Low-Cost Recurring Micro Membership

Being an entrepreneur, creator or podcaster can be isolating at times. So, I want to give you some strategies for growing a community around yourself and your message, while generating more impact, income and influence.

Creating and running a membership site is a great way to build an additional income stream and nurture relationships with your target market. It takes a bit of planning and work to set up at first, but once it's up and running, you can engage your audience more effectively. Here are the steps for quickly and easily setting up your membership site.



steps

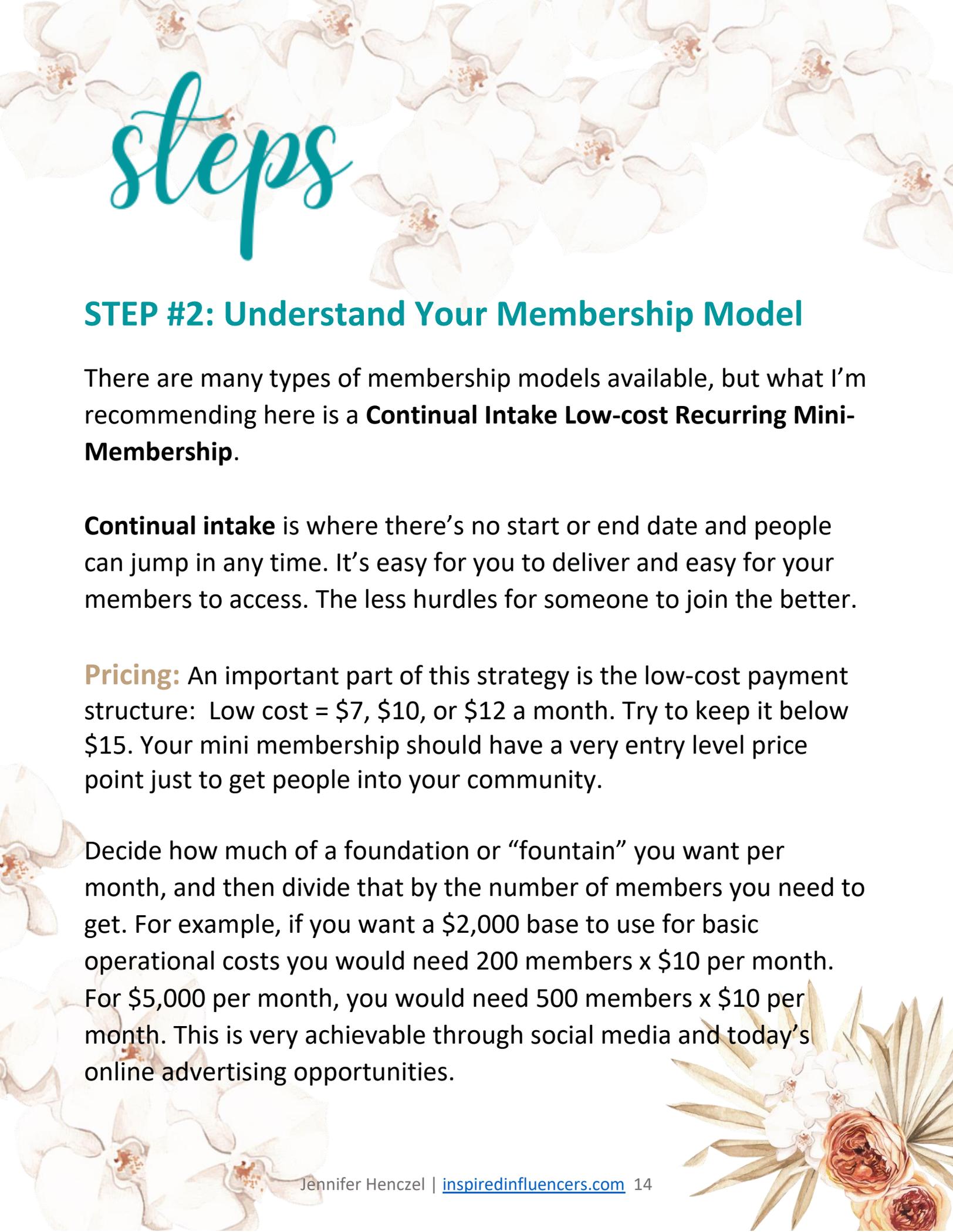
STEP #1: Know Yourself & Your Audience

Know your passion and decide on a topic to focus on. Your topic shouldn't be too general. Too general and it'll be generic and hard to compete with others. Niche down. The best practice is to go with a niche within a niche. You must continually seek a better understanding of your audience and tweak your offerings towards what they want and need.

Then, explore your niche and identify your ideal audience. What kind of help do they need? What information are they looking for? How can you help them? Think about your membership from your user's point of view. What would you want out of a low-cost membership if you joined?

Watch the video to learn about my Influence Formula and how to achieve balance and alignment for the best results.

www.inspiredinfluencers.com



steps

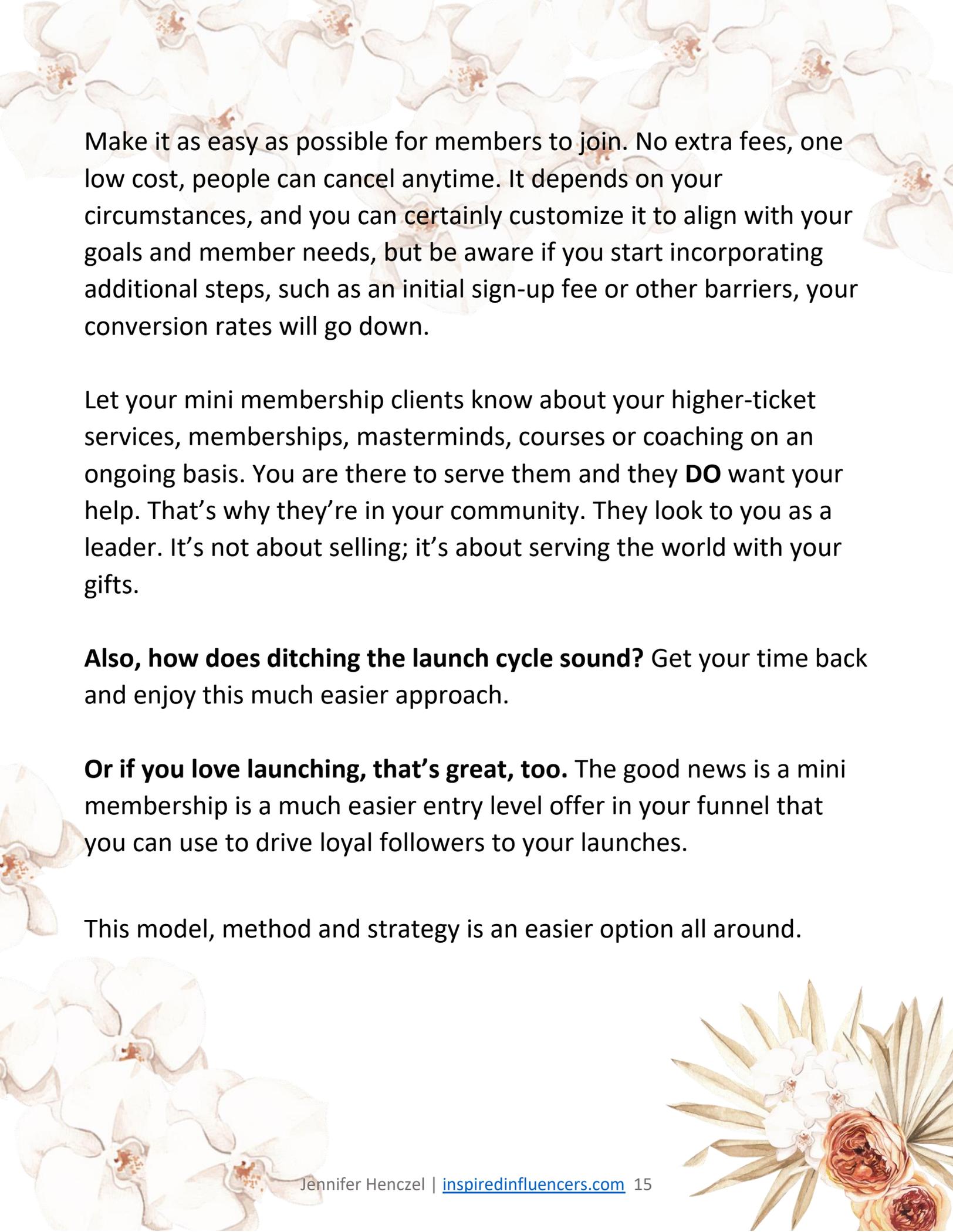
STEP #2: Understand Your Membership Model

There are many types of membership models available, but what I'm recommending here is a **Continual Intake Low-cost Recurring Mini-Membership**.

Continual intake is where there's no start or end date and people can jump in any time. It's easy for you to deliver and easy for your members to access. The less hurdles for someone to join the better.

Pricing: An important part of this strategy is the low-cost payment structure: Low cost = \$7, \$10, or \$12 a month. Try to keep it below \$15. Your mini membership should have a very entry level price point just to get people into your community.

Decide how much of a foundation or "fountain" you want per month, and then divide that by the number of members you need to get. For example, if you want a \$2,000 base to use for basic operational costs you would need 200 members x \$10 per month. For \$5,000 per month, you would need 500 members x \$10 per month. This is very achievable through social media and today's online advertising opportunities.



Make it as easy as possible for members to join. No extra fees, one low cost, people can cancel anytime. It depends on your circumstances, and you can certainly customize it to align with your goals and member needs, but be aware if you start incorporating additional steps, such as an initial sign-up fee or other barriers, your conversion rates will go down.

Let your mini membership clients know about your higher-ticket services, memberships, masterminds, courses or coaching on an ongoing basis. You are there to serve them and they **DO** want your help. That's why they're in your community. They look to you as a leader. It's not about selling; it's about serving the world with your gifts.

Also, how does ditching the launch cycle sound? Get your time back and enjoy this much easier approach.

Or if you love launching, that's great, too. The good news is a mini membership is a much easier entry level offer in your funnel that you can use to drive loyal followers to your launches.

This model, method and strategy is an easier option all around.



steps

STEP #3: Choose Your Platform and Build Your Membership Site

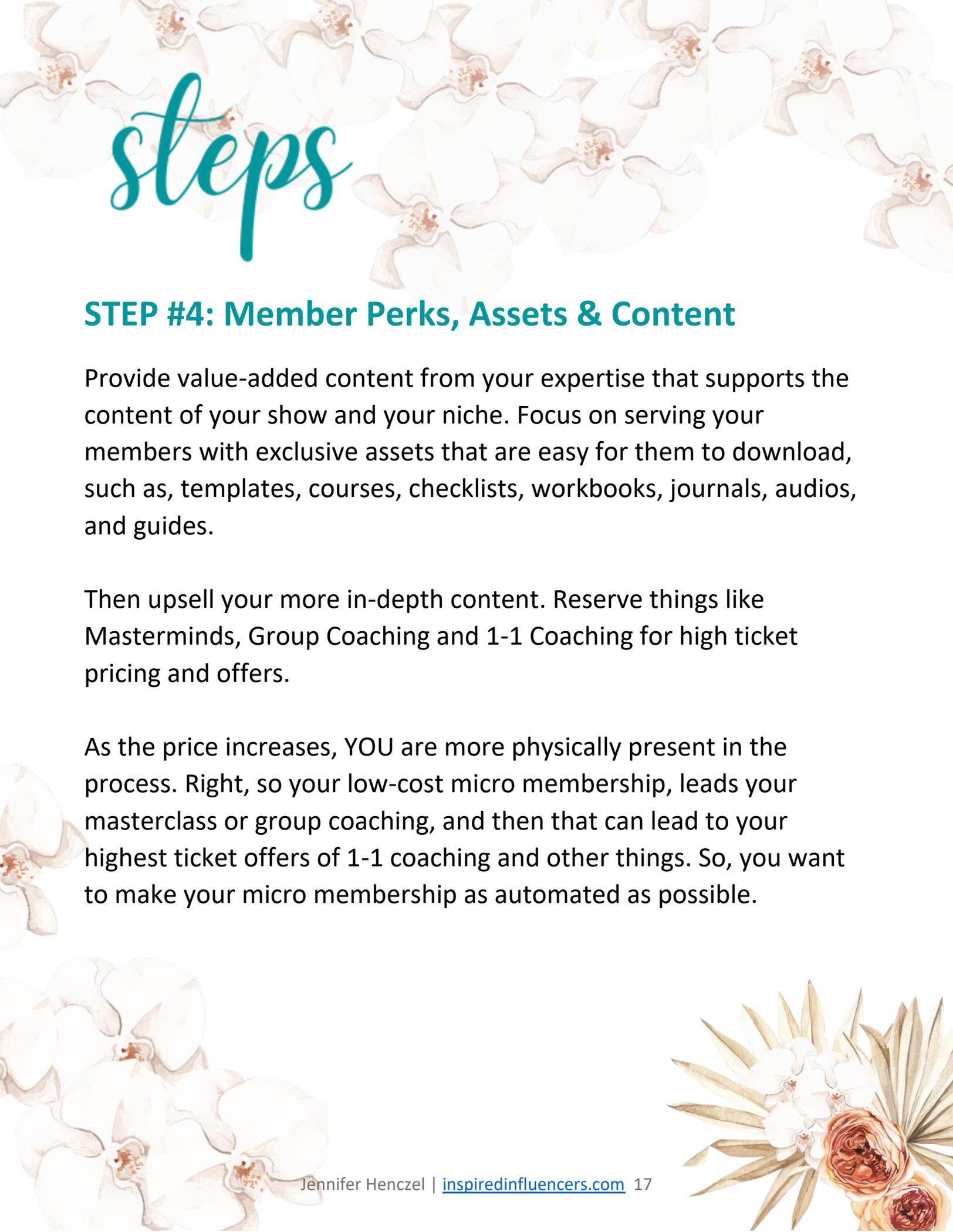
There are many software programs and services available: Thinkific, Kajabi, Hubspot, and then Wishlist, iMember and Member Press are Wordpress Plugins. I use one called Membership Works. It's also a Wordpress Plugin.

A lot of Chambers of Commerce, Associations and non-profits use it, and it's more for building large networks and communities – that's what I love to do.



So, when I had my business network, which was like a chamber or an association, it was the ideal choice. Even though my business is primarily online now, it's proving to still be the best option for me.

It comes with extra features that give it a very professional, high-end membership feel, such as a member directly, events calendar, plus all the advanced membership management features.



steps

STEP #4: Member Perks, Assets & Content

Provide value-added content from your expertise that supports the content of your show and your niche. Focus on serving your members with exclusive assets that are easy for them to download, such as, templates, courses, checklists, workbooks, journals, audios, and guides.

Then upsell your more in-depth content. Reserve things like Masterminds, Group Coaching and 1-1 Coaching for high ticket pricing and offers.

As the price increases, YOU are more physically present in the process. Right, so your low-cost micro membership, leads your masterclass or group coaching, and then that can lead to your highest ticket offers of 1-1 coaching and other things. So, you want to make your micro membership as automated as possible.



steps

STEP #5: Write Your Copy, Invite & Attract

Write copy for your sales page, download pages, email autoresponders and other marketing materials. Make sure your marketing content explains to potential members the benefits they can expect from joining. Focus on writing the best copy possible, as this is what will entice people to sign up.

Make it concise and to the point. Focus on the most important and impactful benefits and results. Your copy conveys the vibe of your group.

Your copy is your salesperson. Keep tweaking it until you get enough sales conversions to reach your goals. Once people have a way to join, pay, and access content, your membership site is up and running. Now all you need to do is drive traffic to it and moderate.

Your content reflects the culture of community. Infuse your style into your content. Be inspiring, uplifting, motivating, empowering and/or humorous. This is your time to shine!

Research & Brainstorm

ACTION STEPS

Choose the best options that work for you

Step	Explore
STEP #1: Know Yourself & Your Audience	What's your biggest passion? Describe your niche audience.
STEP #2: Understand Your Membership Model Pricing	What questions do you have about mini memberships? How much do you want to make a month? How many memberships will you need to maintain at what price per month?
STEP #3. Choose Your Platform and Build Your Membership Site	What platform will you use for your membership. Research each one and list all the options?
STEP #4: Member Perks, Assets & Content	What perks, content or assets will you offer your members?
STEP #5: Write Your Copy	Select your keywords that you'll use throughout your copy to convey the purpose and vibe of your community.



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Tips for Getting New Members

You have your topic idea, and the next big challenge is to get people to sign up and join your membership.

Here are 12 easy methods you can implement to drive qualified leads to your membership site.



#1. Create a Facebook Group

Lots of people out there already have groups, and maybe you're wondering why you're not getting any results. The key is, don't let your group be overrun with mass postings. There are different types of groups for different purposes. Mass postings don't achieve those deeper connections and relationships because people's posts get drowned in an ocean of people who post and run. Mass postings groups fulfill a different purpose.

But, to accompany a mini membership, you need a community building group. To foster a community, you need to have some... what seem like strict rules... but guidelines that people follow to connect effectively.



For example, in my Women in Podcasting group, I don't allow mass posting. Instead, in the Women in Podcasting group, we have daily threads where people can post in the comments and connect with each other. Also, stay consistent with your niche. For example, my Women in Podcasting group is for podcasters and expert guests to connect with each other directly. We don't allow vas, reps, or service providers who want to sell podcasting services. That helps us stay focused and niche down in our content and vibe of the community. Lots of connections are made that way.



#2. Be Active on Social Media

Post your clips everywhere on all the socials you like to use. Post clips from your own podcast and if you're a guest on people's podcast. Posting helpful or entertaining clips in your socials gives you credibility and further helps to build relationships through genuine interactions with others.

In your profile, include a link to your membership site. I see so many speakers, coaches, podcasters and creators who don't have their show or website listed in their profile. If someone wants to work with you or listen to your podcast, for example, they're going to look you up on Facebook, or LinkedIn or Instagram or where you spend most of your time. That's how people start to connect with you. So, if those links aren't there, it stops the whole process for a number of your potential leads.



#3. Entice with a Freebie / Lead Magnet

One of the simplest and most effective methods is to offer something as an incentive for signing up. A good idea is to offer a free information product like an eBook, templates, checklists, or other downloads that can be automated and that don't cost you anything to provide. People love to get something for free and it offers a taste of your expertise. Other ideas include a deep discount or free trial. Remember, don't give away too much. You want to save some things for your mini membership and other offerings. Once people are on your list, you can tell them about your membership.

#4. Email List



Your email marketing platform brings everything together. It's how people can opt-in to your list and how you deliver your freebies. Create automated series for potential members who opt-in for your lead magnets and for new members to orient them to your membership so they can easily find everything. I use Constant Contact to build my own list and monetize my podcast. Capturing leads and growing my list allows me to get to know my audience on a deeper level and build meaningful relationships with them. I've created many communities using this tool. Check it out:

<http://www.constantcontact.com/?pn=affectivecommunications>



True leaders don't just
create more followers,
they create more leaders.

#5. Engage Your Listeners & Members

Get Listener and member questions and feedback. You can use Speakpipe or Podinbox to collect people's recorded messages. Do shout-outs to your listeners and members. Share clips of your shows and ask those you interview to share them. Cultivate a culture of collaboration and connection for exponential growth. Nurture a loyal and engaged community filled with opportunities for supporting one another. Offering opportunities for connection and collaboration is a win-win-win for everyone. Be a leader who encourages others to be leaders.





#6. Your Blog & Show Notes

Mention your membership everywhere. Don't forget to include it in all your show notes. Also, write about topics in your blog and create podcast episodes related to your topic. Focus on listener questions and problems and offer solutions through your blog posts and episodes. The posts should be purely informational and include a call-to-action and link to your membership.

#7. Videos

If you just have an audio podcast, consider adding video. It's easy now with audiogram creators such as Headliner to create videos from your audio recordings. Create clips and post them on YouTube, TikTok, and in reels and stories on Instagram and Facebook. In addition to clips, take one customer problem or question and address it. Offer a solution and tell people they can find more exclusive content on your membership site.

#8. Collaborate & Cross Promote

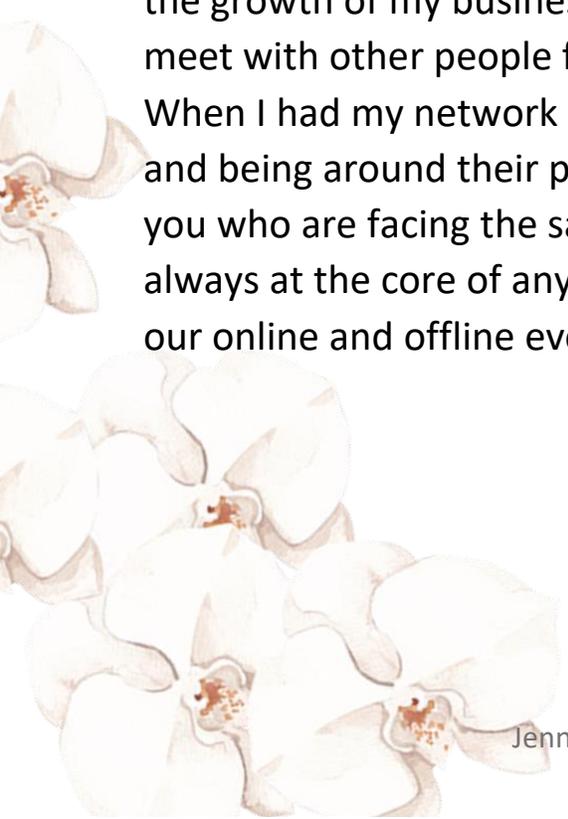
Join forces with another business in your niche and promote to each other's audiences. Swap interviews and promotional opportunities like giveaways and summits.



#9. Offer Free Educational Opportunities

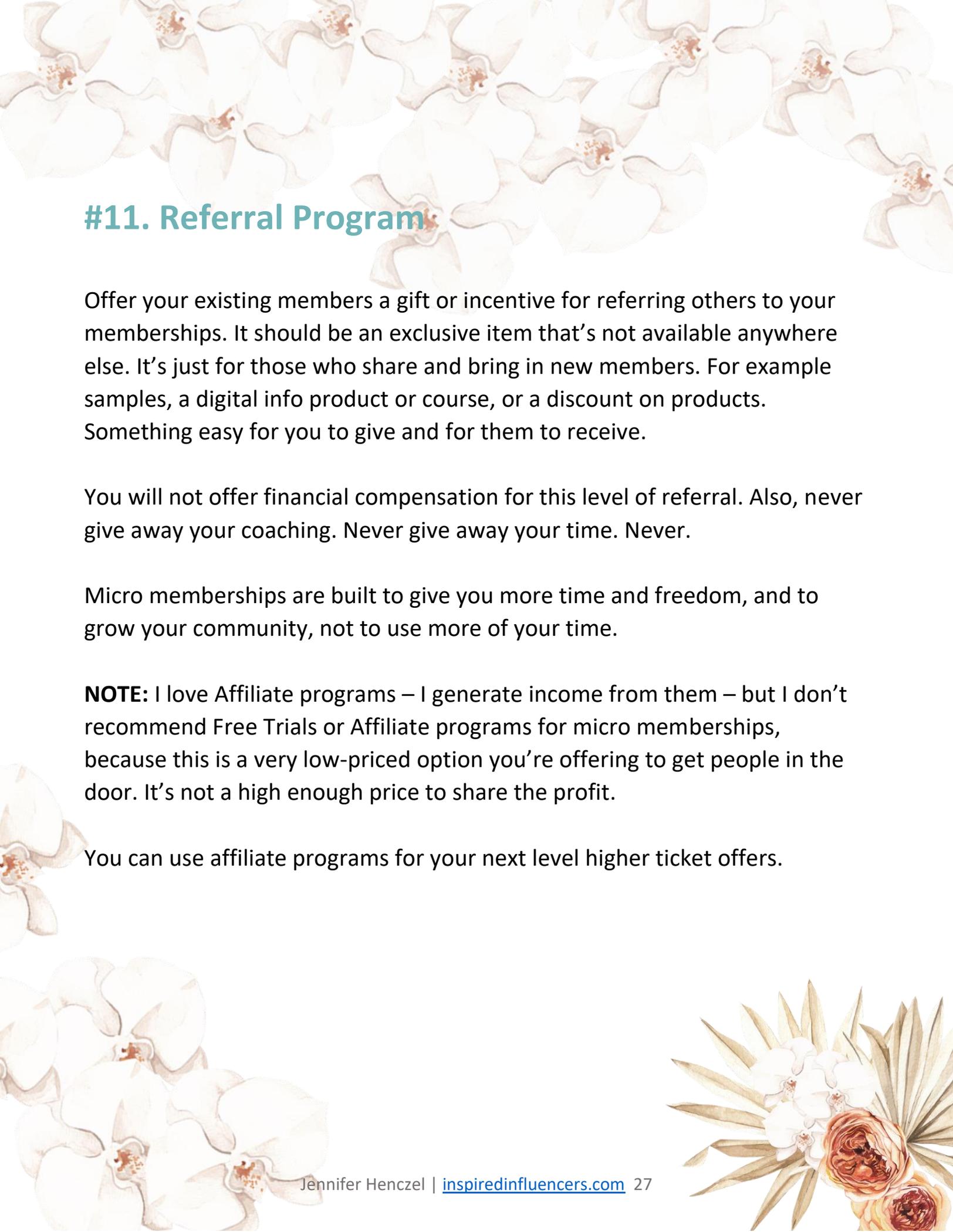
Offer free webinars where you teach something related to your site's topic and answer questions. While the event is focused on a specific topic and helping your participants solve their problems, mention your membership site, and tell people what benefits they can get from joining.

#10. Schedule a Meetup



It's time to consider going offline again! Events are on their way back. Consider doing live in-person events, in addition to your online events. My Women in Podcasting group loves our zoom meetings. But, connecting face-to-face live and in-person has its place, too. Networking is key to not only the growth of my business, but it's also a relief and a support to regularly meet with other people from your niche from within your local community. When I had my network people were there for both promoting their business and being around their peers. Connect with other leaders and visionaries like you who are facing the same challenges. Support and encouragement are always at the core of any community I create. That culture flows between our online and offline events.





#11. Referral Program

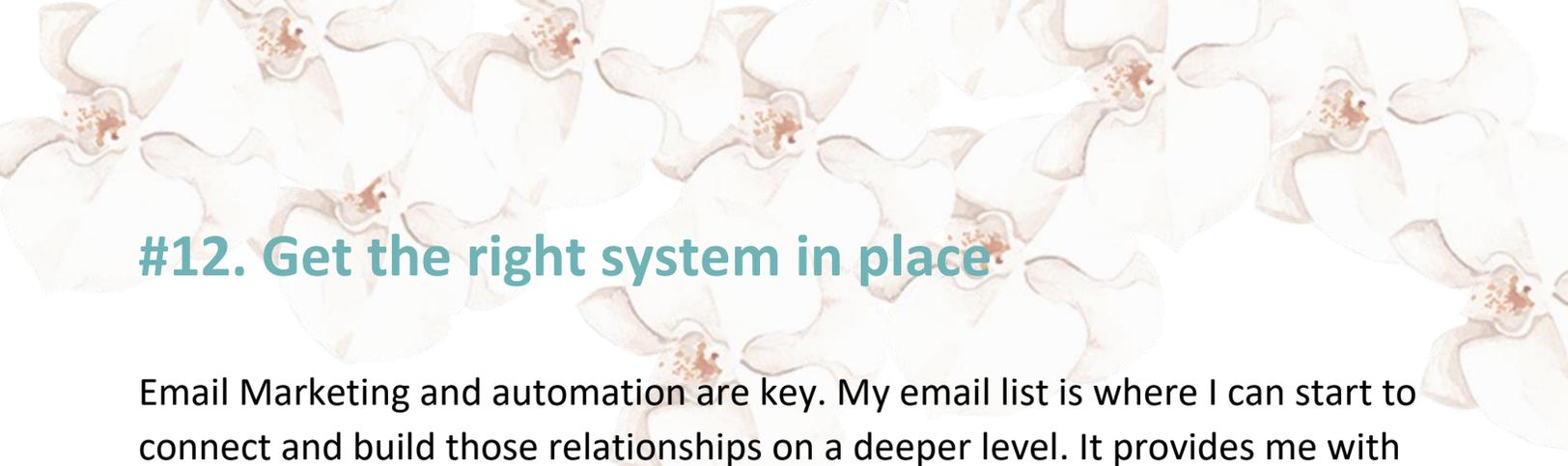
Offer your existing members a gift or incentive for referring others to your memberships. It should be an exclusive item that's not available anywhere else. It's just for those who share and bring in new members. For example samples, a digital info product or course, or a discount on products. Something easy for you to give and for them to receive.

You will not offer financial compensation for this level of referral. Also, never give away your coaching. Never give away your time. Never.

Micro memberships are built to give you more time and freedom, and to grow your community, not to use more of your time.

NOTE: I love Affiliate programs – I generate income from them – but I don't recommend Free Trials or Affiliate programs for micro memberships, because this is a very low-priced option you're offering to get people in the door. It's not a high enough price to share the profit.

You can use affiliate programs for your next level higher ticket offers.



#12. Get the right system in place

Email Marketing and automation are key. My email list is where I can start to connect and build those relationships on a deeper level. It provides me with critical stats. I can survey my subscribers and get important intel about what my audience wants and needs.

The best way to drive traffic and boost membership is to use a mix of the above methods that work well for your target market. Try out each and see which ones get results. You can use feedback from your efforts to decide which methods to focus on. The most important factor is to have a system in place that works.

Check out my “Tools I Love” page for my recommended list of tools for building and growing your audience and membership.

<https://www.inspiredinfluencers.com/tools/>



Attracting New Members

ACTION STEPS

Do an assessment of where you're at now with each of these strategies or processes

Strategy or process for attracting new members	I'm doing these ones well already with great results	I need to implement or improve on this one
#1. Create a Community Facebook Group	<input type="checkbox"/>	<input type="checkbox"/>
#2. Be Active on Social Media	<input type="checkbox"/>	<input type="checkbox"/>
#3. Entice with a Freebie / Lead Magnet	<input type="checkbox"/>	<input type="checkbox"/>
#4. Email List	<input type="checkbox"/>	<input type="checkbox"/>
#5. Engage Your Listeners & Members	<input type="checkbox"/>	<input type="checkbox"/>
#6. Your Blog & Show Notes	<input type="checkbox"/>	<input type="checkbox"/>
#7. Videos	<input type="checkbox"/>	<input type="checkbox"/>
#8. Collaborate & Cross Promote	<input type="checkbox"/>	<input type="checkbox"/>
#9. Offer Free Educational Opportunities	<input type="checkbox"/>	<input type="checkbox"/>
#10. Schedule a Meetup	<input type="checkbox"/>	<input type="checkbox"/>
#11. Gift or Incentive	<input type="checkbox"/>	<input type="checkbox"/>
#12. Get the Right System in Place	<input type="checkbox"/>	<input type="checkbox"/>



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Let's connect!

Jennifer Henczel

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